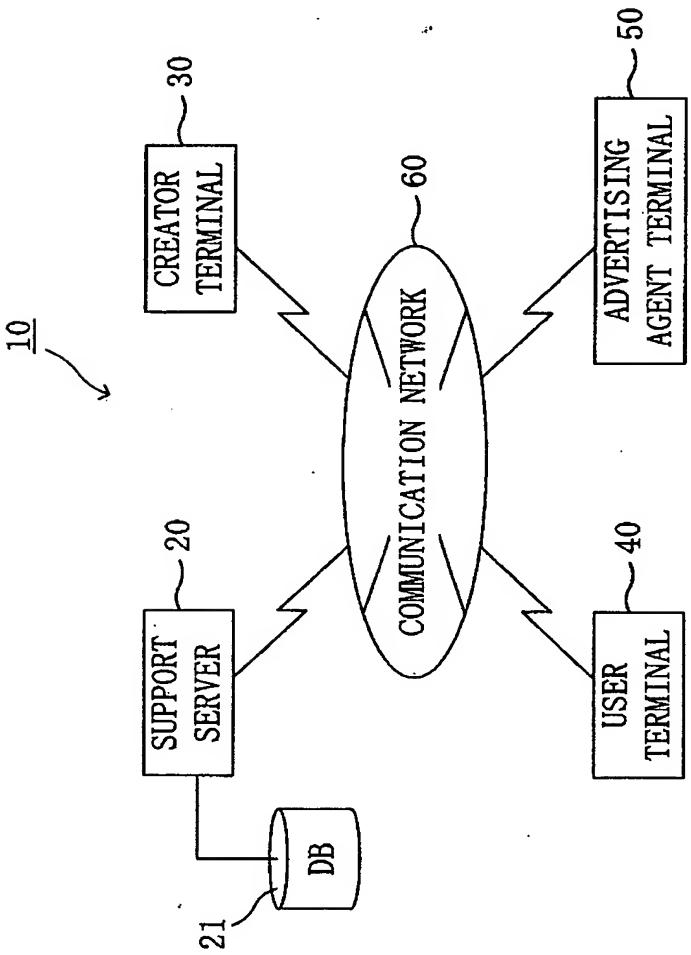
10
CREATOR TERMINAL
30
ADVERTISING AGENT TERMINAL
50
COMMUNICATION NETWORK
60
SUPPORT SERVER
20
USER TERMINAL
40
DB
21

FIG. 1

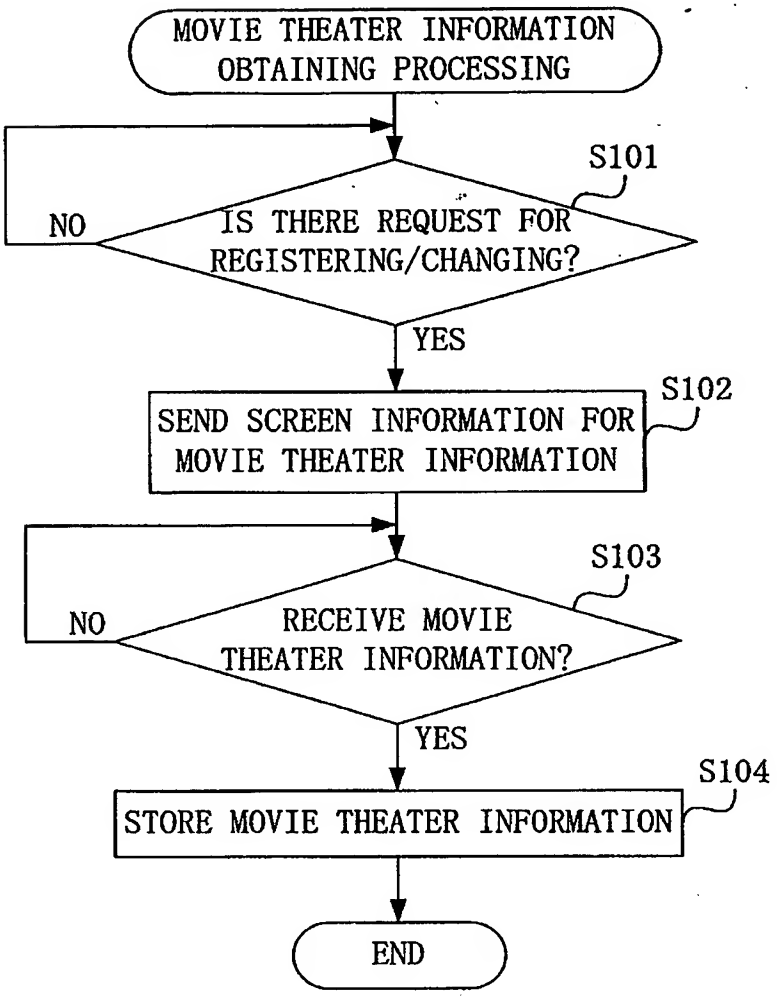
MOVIE THEATER INFORMATION OBTAINING PROCESSING
S101
NO
IS THERE REQUEST FOR REGISTERING/CHANGING?
YES
S102
SEND SCREEN INFORMATION FOR MOVIE THEATER INFORMATION
S103
NO
RECEIVE MOVIE THEATER INFORMATION?
YES
S104
STORE MOVIE THEATER INFORMATION
END

FIG. 2

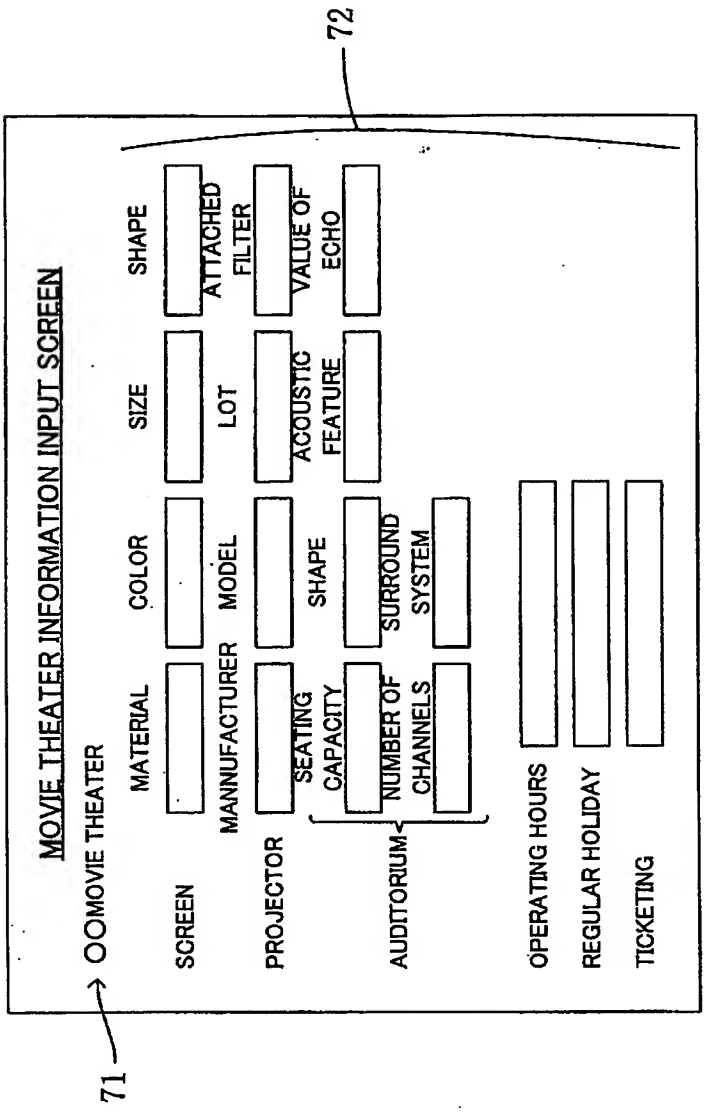
72
MOVIE THEATER INFORMATION INPUT SCREEN
OOMOVIE THEATER
71
SCREEN
MATERIAL
COLOR
SIZE
SHAPE
PROJECTOR
MANUFACTURER
MODEL
LOT
ATTACHED FILTER
VALUE OF ECHO
AUDITORIUM
SEATING CAPACITY
SHAPE
ACOUSTIC FEATURE
NUMBER OF CHANNELS
SURROUND SYSTEM
OPERATING HOURS
REGULAR HOLIDAY
TICKETING

FIG. 3

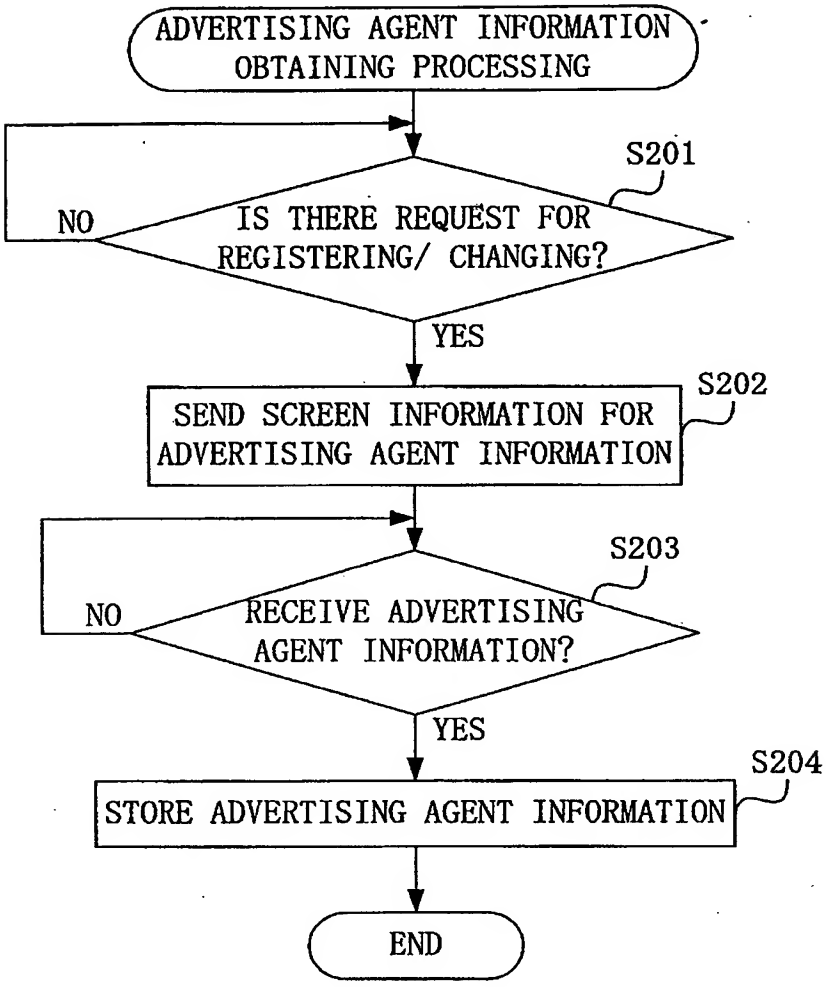
ADVERTISING AGENT INFORMATION OBTAINING PROCESSING
S201
IS THERE REQUEST FOR REGISTERING/ CHANGING?
NO
YES
S202
SEND SCREEN INFORMATION FOR ADVERTISING AGENT INFORMATION
S203
RECEIVE ADVERTISING AGENT INFORMATION?
NO
YES
S204
STORE ADVERTISING AGENT INFORMATION
END

FIG. 4

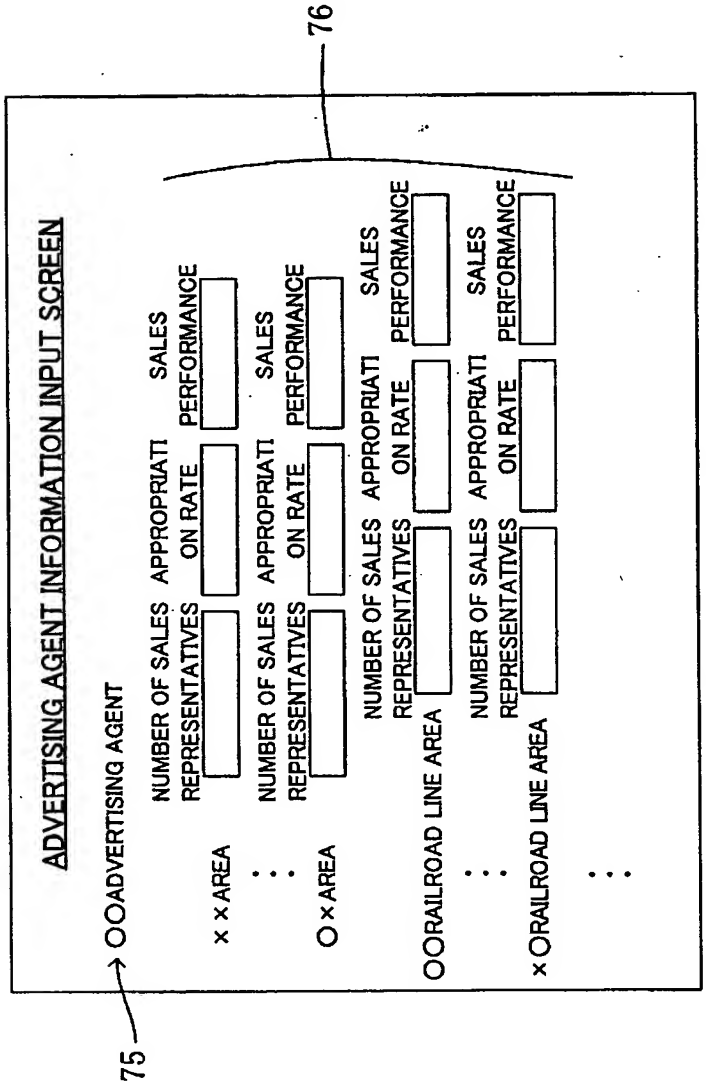
ADVERTISING AGENT INFORMATION INPUT SCREEN
OOADVERTISING AGENT
NUMBER OF SALES REPRESENTATIVES
APPROPRIATION RATE
SALES PERFORMANCE
x x AREA
O x AREA
OORAILROAD LINE AREA
x ORAILROAD LINE AREA
75
76

FIG. 5

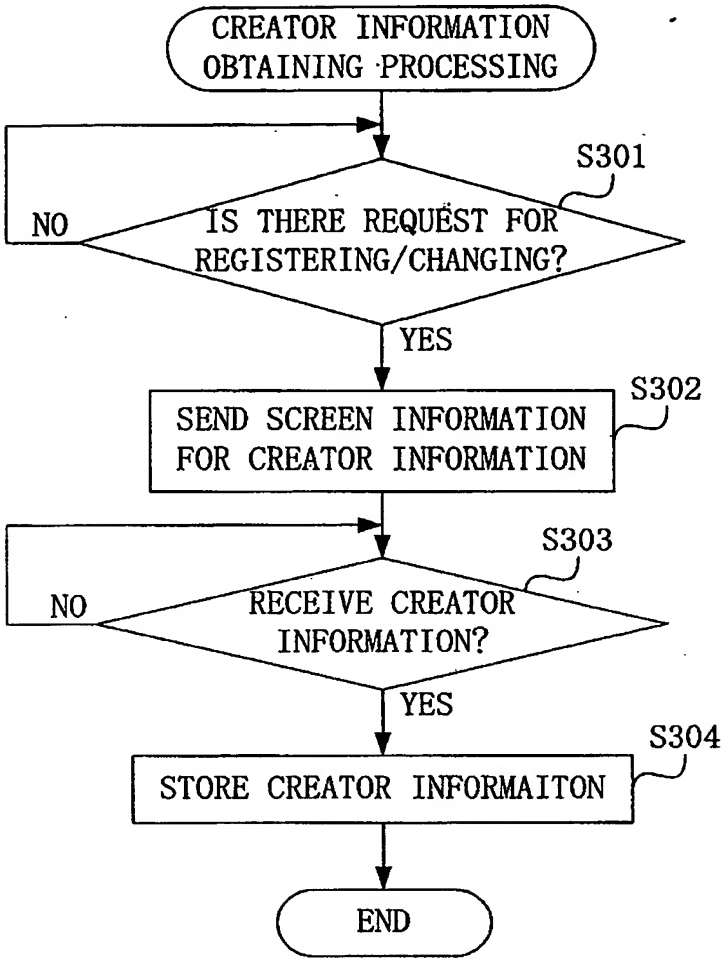
CREATOR INFORMATION OBTAINING PROCESSING
S301
NO
IS THERE REQUEST FOR REGISTERING/CHANGING?
YES
S302
SEND SCREEN INFORMATION FOR CREATOR INFORMATION
S303
NO
RECEIVE CREATOR INFORMATION?
YES
S304
STORE CREATOR INFORMAITON
END

FIG. 6

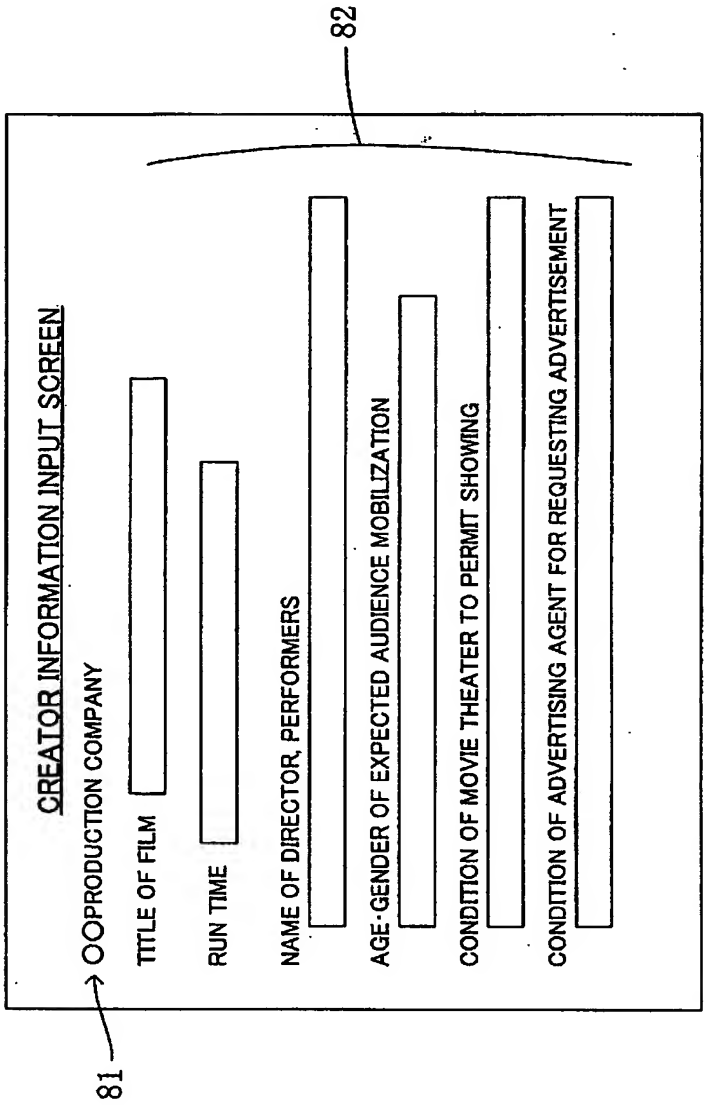
82
CREATOR INFORMATION INPUT SCREEN
OOPRODUCTION COMPANY
TITLE OF FILM
RUN TIME
NAME OF DIRECTOR, PERFORMERS
AGE·GENDER OF EXPECTED AUDIENCE MOBILIZATION
CONDITION OF MOVIE THEATER TO PERMIT SHOWING
CONDITION OF ADVERTISING AGENT FOR REQUESTING ADVERTISEMENT
81

FIG. 7

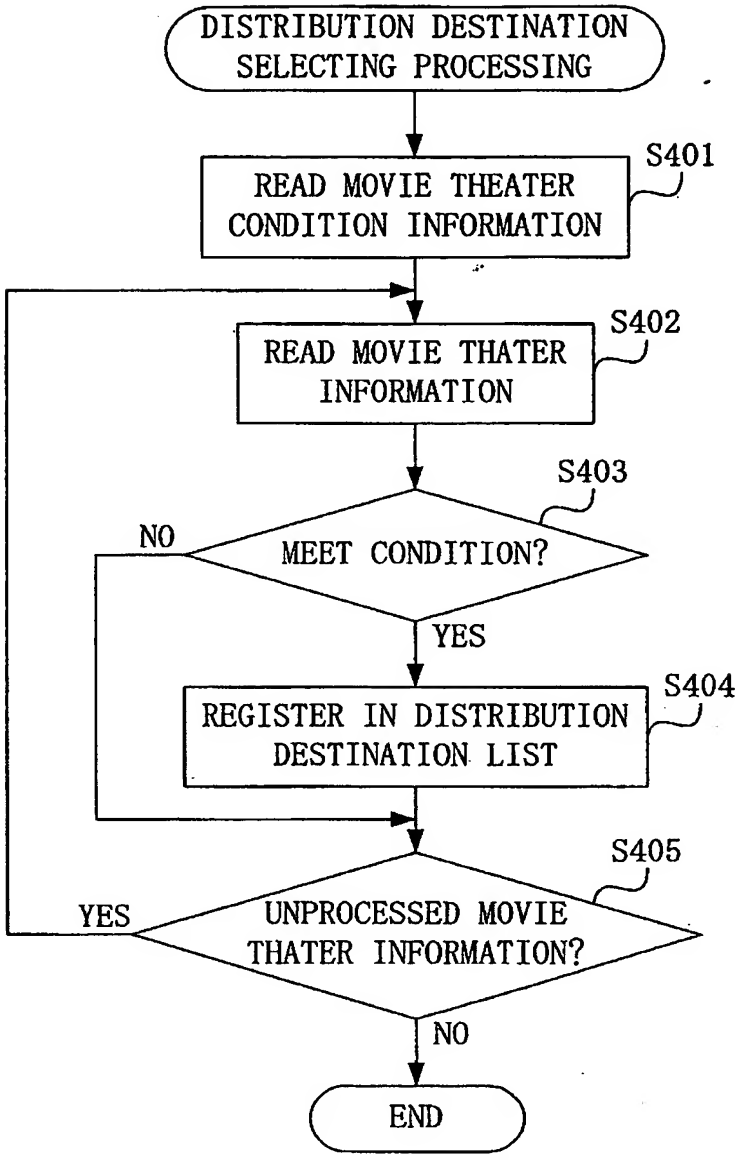
DISTRIBUTION DESTINATION SELECTING PROCESSING
S401
READ MOVIE THEATER CONDITION INFORMATION
S402
READ MOVIE THATER INFORMATION
S403
NO
MEET CONDITION?
YES
S404
REGISTER IN DISTRIBUTION DESTINATION LIST
S405
YES
UNPROCESSED MOVIE THATER INFORMATION?
NO
END

FIG. 8

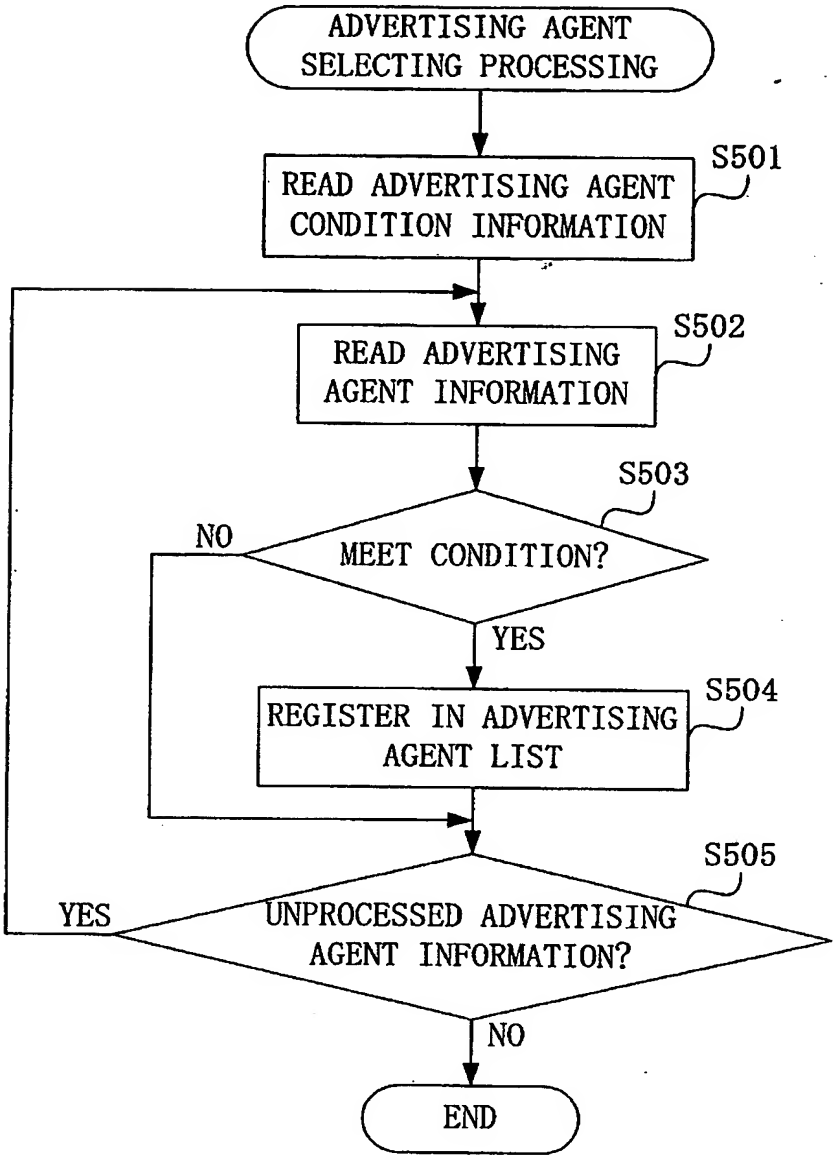
ADVERTISING AGENT SELECTING PROCESSING
READ ADVERTISING AGENT CONDITION INFORMATION
S501
READ ADVERTISING AGENT INFORMATION
S502
S503
NO
MEET CONDITION?
YES
REGISTER IN ADVERTISING AGENT LIST
S504
S505
YES
UNPROCESSED ADVERTISING AGENT INFORMATION?
NO
END

FIG. 9

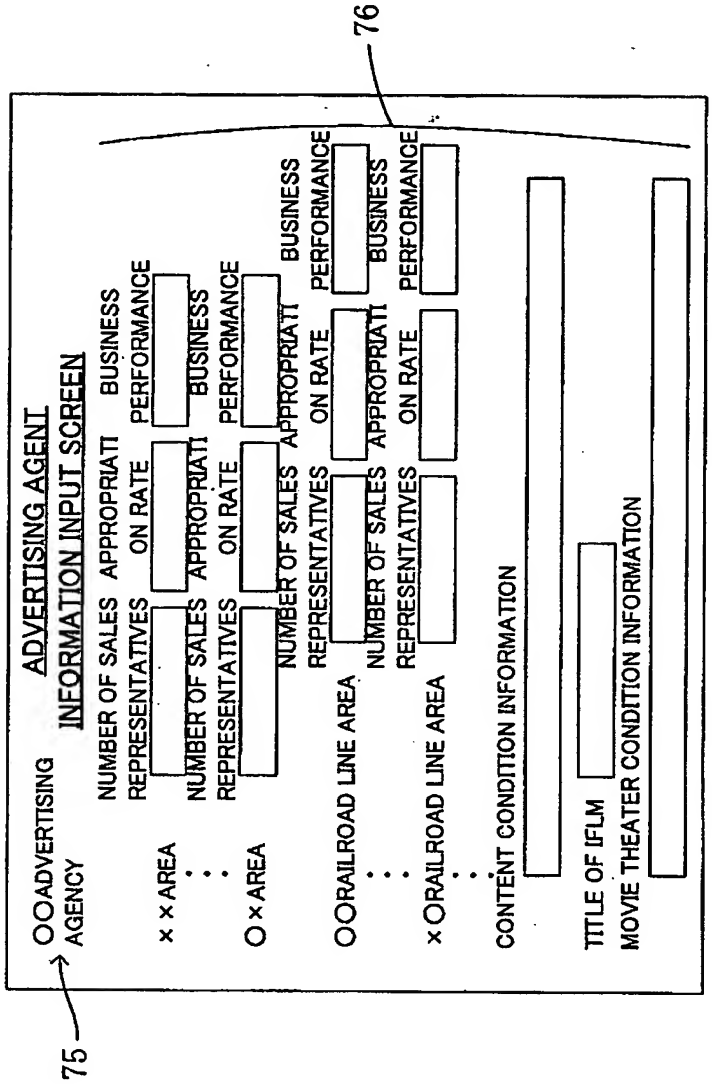
76
ADVERTISING AGENT
INFORMATION INPUT SCREEN
OOADVERTISING AGENCY
NUMBER OF SALES REPRESENTATIVES
APPROPRIATE ON RATE
BUSINESS PERFORMANCE
× × AREA
O × AREA
OORAILROAD LINE AREA
× ORAILROAD LINE AREA
CONTENT CONDITION INFORMATION
TITLE OF IFLM
MOVIE THEATER CONDITION INFORMATION
75

FIG. 10

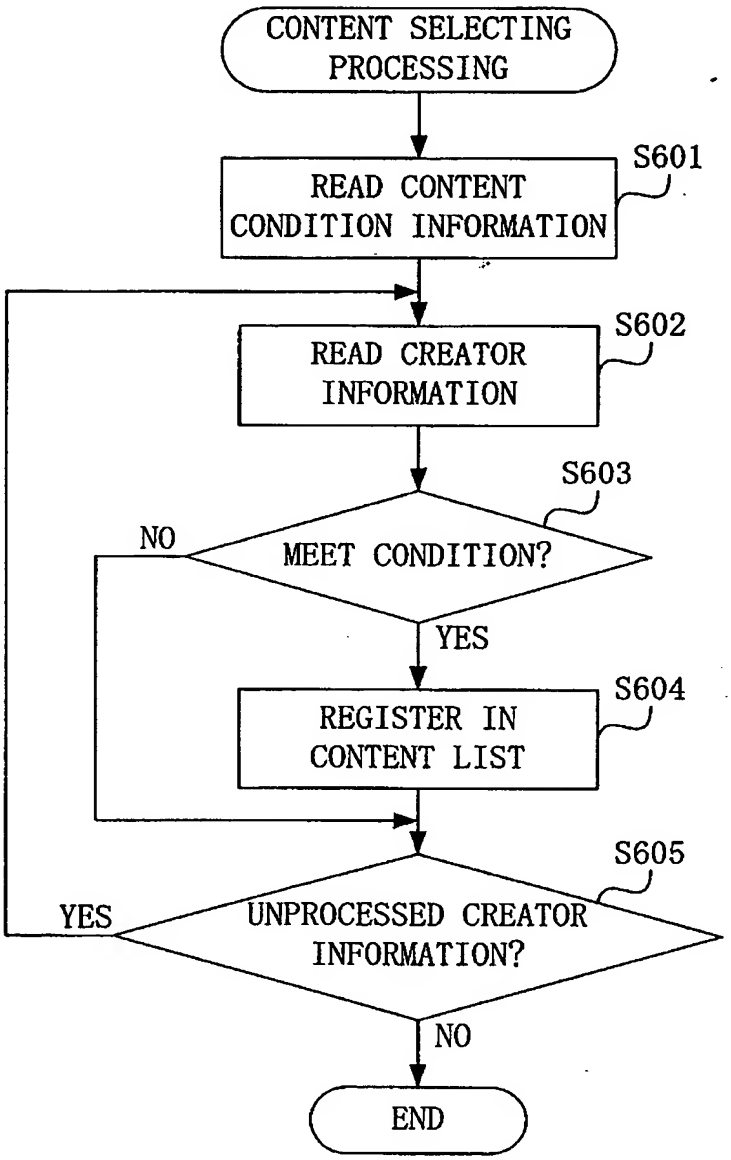
CONTENT SELECTING PROCESSING
READ CONTENT CONDITION INFORMATION
S601
READ CREATOR INFORMATION
S602
S603
MEET CONDITION?
NO
YES
REGISTER IN CONTENT LIST
S604
S605
UNPROCESSED CREATOR INFORMATION?
YES
NO
END

FIG. 11

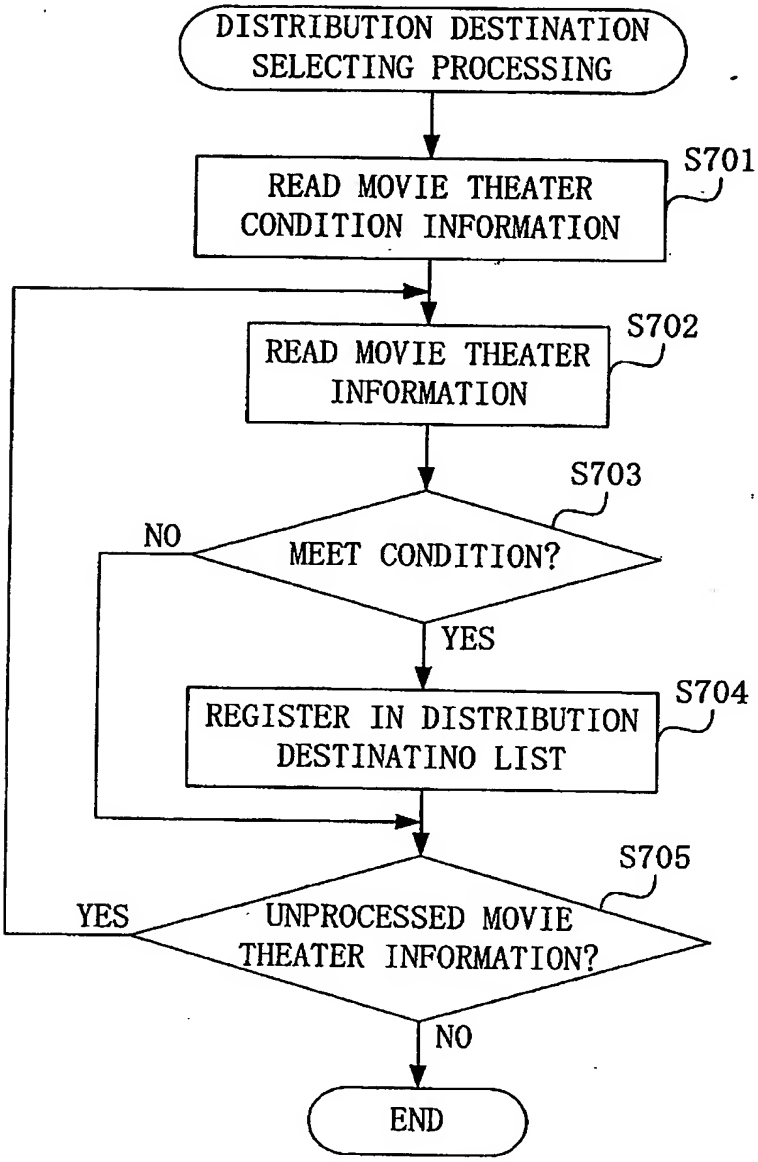
DISTRIBUTION DESTINATION SELECTING PROCESSING
S701
READ MOVIE THEATER CONDITION INFORMATION
S702
READ MOVIE THEATER INFORMATION
S703
NO
MEET CONDITION?
YES
S704
REGISTER IN DISTRIBUTION DESTINATINO LIST
S705
YES
UNPROCESSED MOVIE THEATER INFORMATION?
NO
END

FIG. 12

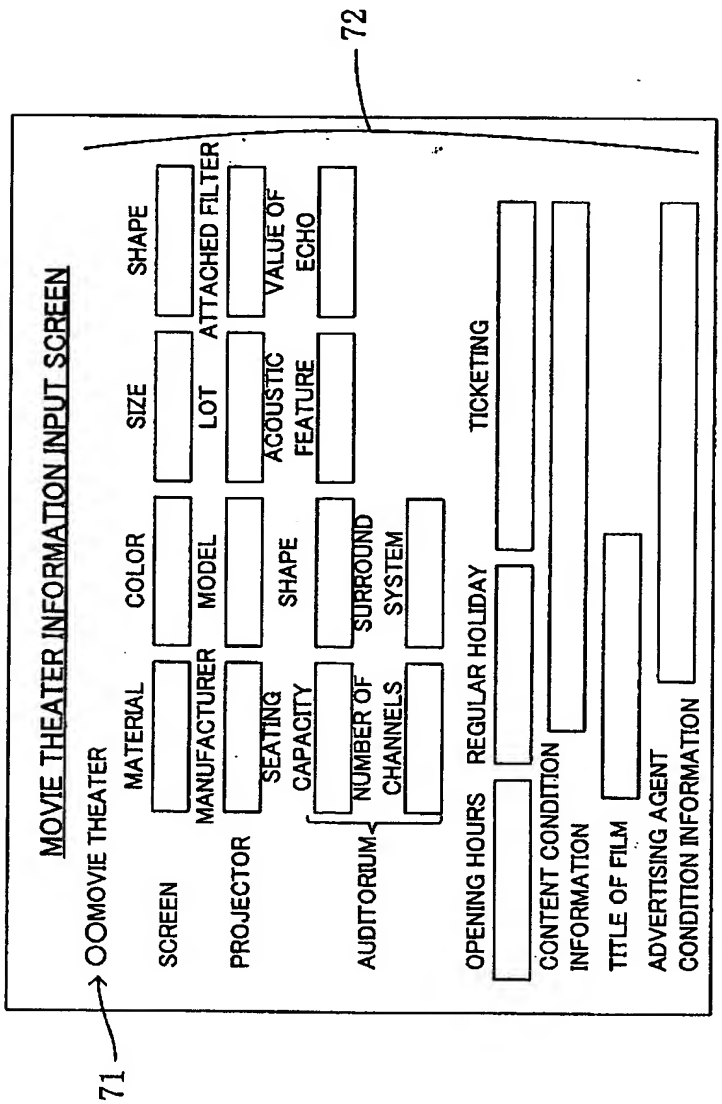
72
MOVIE THEATER INFORMATION INPUT SCREEN
OOMOVIE THEATER
SCREEN
MATERIAL
MANUFACTURER
PROJECTOR
COLOR
MODEL
SIZE
LOT
SHAPE
ATTACHED FILTER
AUDITORIUM
SEATING CAPACITY
NUMBER OF CHANNELS
SHAPE
SURROUND SYSTEM
ACOUSTIC FEATURE
VALUE OF ECHO
OPENING HOURS
REGULAR HOLIDAY
TICKETING
CONTENT CONDITION INFORMATION
TITLE OF FILM
ADVERTISING AGENT CONDITION INFORMATION
71

FIG. 13

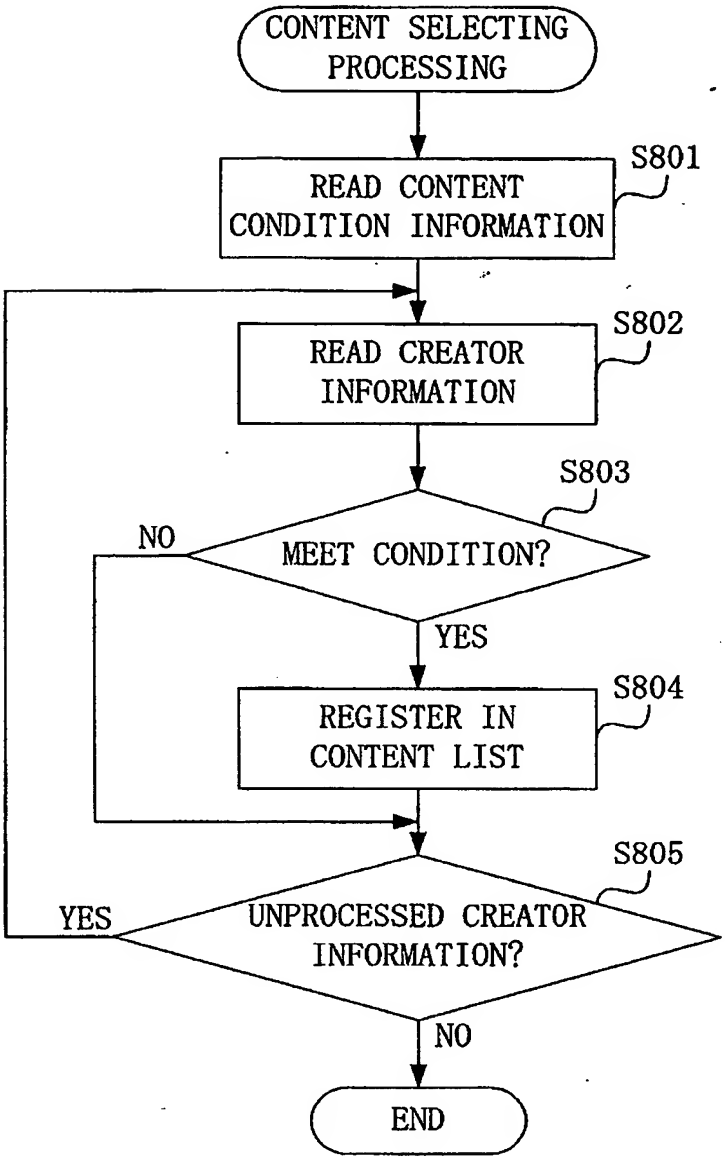
CONTENT SELECTING PROCESSING
READ CONTENT CONDITION INFORMATION
S801
READ CREATOR INFORMATION
S802
S803
MEET CONDITION?
NO
YES
REGISTER IN CONTENT LIST
S804
S805
UNPROCESSED CREATOR INFORMATION?
YES
NO
END

FIG. 14

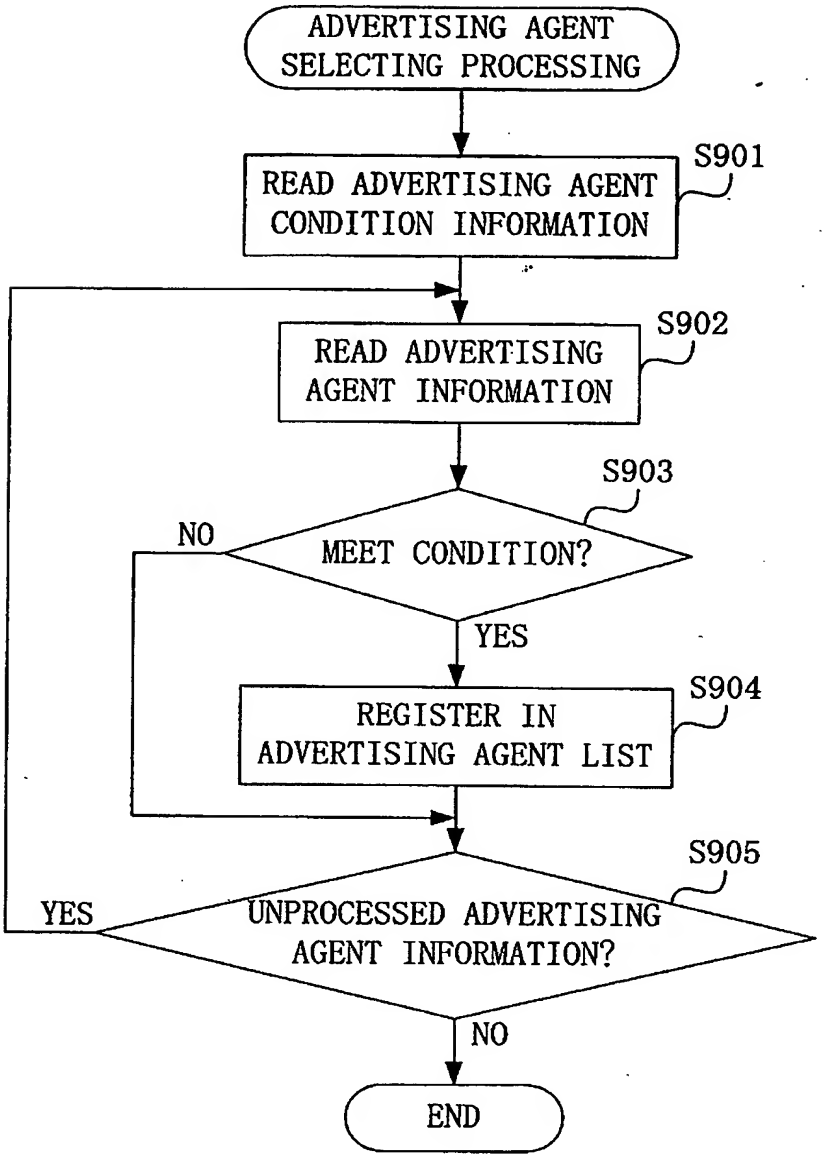
ADVERTISING AGENT SELECTING PROCESSING
READ ADVERTISING AGENT CONDITION INFORMATION
S901
READ ADVERTISING AGENT INFORMATION
S902
S903
MEET CONDITION?
NO
YES
REGISTER IN ADVERTISING AGENT LIST
S904
S905
UNPROCESSED ADVERTISING AGENT INFORMATION?
YES
NO
END

FIG. 15

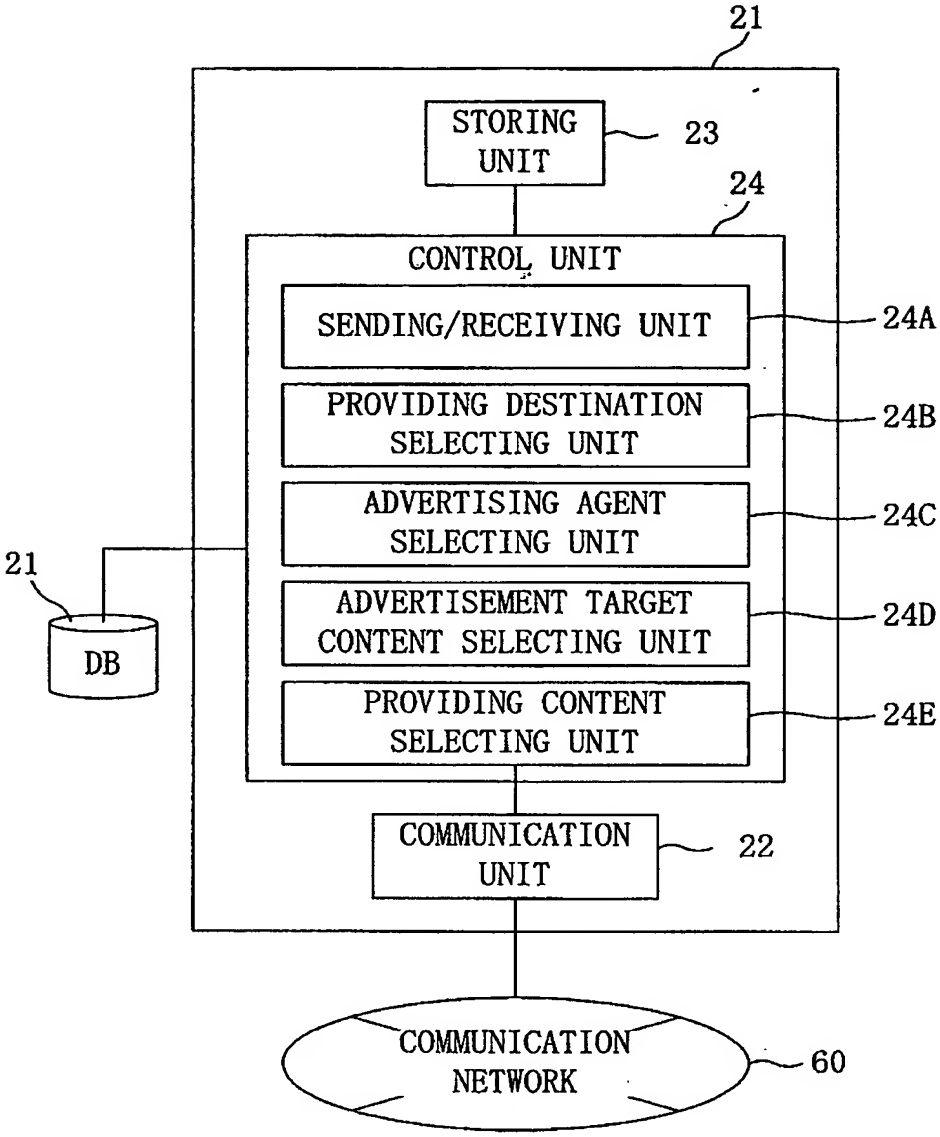
21
STORING UNIT
23
24
CONTROL UNIT
SENDING/RECEIVING UNIT
24A
PROVIDING DESTINATION SELECTING UNIT
24B
ADVERTISING AGENT SELECTING UNIT
24C
ADVERTISEMENT TARGET CONTENT SELECTING UNIT
24D
PROVIDING CONTENT SELECTING UNIT
24E
21
DB
COMMUNICATION UNIT
22
COMMUNICATION NETWORK
60

FIG. 16